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Designation	Associate Professor					
Office Address	Department of Business Administration					
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Residential Address (Optional)	R-11, University Campus, University of Rajasthan, J.L.N.Marg, Jaipur-302004.					
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Research Interests/Specialization

Human Resource Management/Marketing Management/General Management

Publications Profile

UGC Indexed/ Peer Reviewed Journals

Title of the Paper	Name of the Journal	Year/Vol.	Link (If available)
1. Measuring Organisational Commitment with Three Component Model for Public Sector Companies in Rajasthan	Journal of Business and Management	Vol. 11, No.1 January – June 2021, pp. 9-18, ISSN : 2277-8012	
2. Public Awareness About Consumer Protection: A Case Study of Udaipur City	Journal of ANVESAK	Vol. 51, No.1(VI) January – June 2021, pp. 26-33, ISSN : 0378 – 4568	
3. The Impact and Role of Social Media for Consciousness of Covid-19 Pandemic	Journal of Content, Community & Communication	Vol. 12, December, 2020, pp. 250-262, ISSN : 2395-7514	
4. An Empirical Study of Customer Relationship Management Practices in Selected Public & Private Sector Banks of Jodhpur (Rajasthan)	International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)	Volume 03, No. 03, July - September, 2020, pp 311-316, ISSN: 2581-7930	
5. Measuring opinion of Respondents towards Celebrity Advertisement for DTH Brand in Jodhpur City	Journal of Xidian University	Vol-14-Issue-4,2020, pp. 3616-3623, ISSN: 1001-2400	
6. Measuring Factors of Consumer Buying Behaviour for DTH Brand in Jodhpur City	GIS Business	Vol-15-Issue-4-April-2020, pp. 565-572, ISSN: 1430-3663	
7. Measuring Accounting Professionals Perception on use of AI Based Accounting Practices in India	International Journal of Engineering and Advanced Technology (IJEAT)	Volume-9 Issue-3, February, 2020, pp. 1854-1861, ISSN: 2249 – 8958	
8. Measuring Dynamics of Satisfaction from Training and Development Practices in Banking Industry	Studies in Indian Place Names	Vol-40-Issue-1-January-2020, pp. 788-794, ISSN: 2394-3114	
9. Measuring Corporate Governance (CG) Policies in Indian Steel Sector Companies	A Peer Reviewed International Referred Bi-Annual Management Journal (Lahoo	Volume 9, Number 1, January- June, 2018, pp. 32-44, ISSN: 2231-0118	



	Management Journal)		
10. Awareness of Total Quality Management in the Hospitality Industry	International Journal for Research in Applied Science & Engineering Technology	Volume 5, Issue XII, December 2017, pp. 2686-2698, ISSN: 2321-9653	
11. An Insight on Management Education: A Synthetic Review	International Journal of Management and Tourism (A peer reviewed International Referred Bi-Annual Journal)	Volume 23, Number 1/ January-June 2015, pp. 7-17, ISSN: 1513-6485	
12. A Study of Quality of Work Life and its Impact on Job Satisfaction in Selected Higher Education Institutions of Western Rajasthan	AIJBSR	Volume 6, Issue1, November 2014, pp. 26-34, ISSN: 0975-749X	
13. Changing Face of Indian Advertising	The Indian Journal of Business Administration	Vol.10, 2014, pp.59-65 ISSN 0975-6825	
14. Multi National Comparative Study of Payment of Bonus: A study and experience of American, European, African and Asian Countries	International Journal of Development Studies	Vol. IV, Issue-II, July-December,2012, pp. 16-20, ISSN 0975-5799	
15. Rural Industrialization in India: Problems and Prospects	THE ESSENCE	Vol.1 No.1, 2011 pp.63-69 ISSN 2249-0132	
16. Employee Satisfaction and Suggestion Award Scheme (A case Study of JK Tyre Industry,Kankroli, Rajasthan)	The Indian Journal of Business Administration	Vol.7, 2011, pp.38-53 ISSN 0975-6825	
17. Consumer Preferences and Satisfaction towards Various Mobile Phone Service Providers	Gurukul Business Review(GBR)	Vol.7, 2011, pp.1-11 ISSN 0973-1466(Off line) 0973-9262(On line)	
18. Spirituality Manages Stress: Truth or Myth	International Journal of Management and Tourism Trends	2011, pp.139-147 ISSN 0976-5298	
19. Role of HRM & OB in today's Educational Institution/University Administration	International Journal of Management and Tourism	Vol.19, No.1, January-June 2011, pp.17-22 ISSN 1513-6485	
20. Emerging Sectors & Management Practices in India	Vidyasagar University Journal of Commerce	Vol.16, March 2011, pp.118-133 ISSN 0973-5917	
21. Succession Planning: A Successful Instrument for HRM	The Indian Journal of Business Administration	Vol.6, 2010, pp.125-132 ISSN 0975-6825	
22. Rural Marketing in India: Present and Future	in The Indian Journal of Business Administration	Vol.5, 2009, pp.86-96 ISSN 0975-6825	
23. Performance Appraisal	Amity Business Review	Vol.9, No.1, January-	



Practices in Selected Manufacturing and Mining Industries of Southern Rajasthan		June2008, pp.1-11 ISSN 0972-2343	

Book(s)/Book Chapter(s)

Title of the Book/ Chapter	Publisher	National/ International	Year
1. Book: Communication in Business & Management (ISBN 978-620-3-84074-2)	LAMBERT, Academic Publishing, Chisinau-2068 Maldova Europe.	International	2021
2. Book: Performance Appraisal Practices (ISBN-81-900422-2-X.)	Book Treasure, Jodhpur-Ahemdabad.	National	2011
3. Book: Business Communication and Management (English Edition ISBN 81-8068-088-6)	Wide Vision, Jaipur	National	2013
4. Book: Business Communication and Management (Hindi Edition ISBN 81-8068-085-1	Wide Vision, Jaipur	National	2013
5. Measuring Employees Core Competence for a Changing Competitive Advantage in Cement Companies of Rajasthan, Edited Book Contemporary Issues in Commerce and Management , ISBN: 978-93-88361-53-8.	Rudra Publications & Distributors, New Delhi-110094	National	2021
6. Measuring Barriers in Adoption of Blockchain in Supply Chain Management System, Edited Book Blockchain 3.0 for Sustainable Development , ISBN 978-3-11-070245-3.	Walter de Gruyter GmbH, Berlin/Boston	International	2021
7. Human Resource Policies in Tourism and Travel Industries after COVID-19 Epidemic, Edited Book Revive to Survive: Initiatives and Innovations , ISBN: 978-93-90818-04-4.	Bharti Publications, New Delhi-110002	National	2021

Seminar/Conference Proceedings

Title	Title of the Seminar/Conference	Publisher	Year
1. Human Resource Outsourcing and Youth Empowerment ISBN: 978-81-7906-378-1.	Youth Empowerment	Himanshu Publication, Udaipur	2014
2. Assessing Workers and	Management	Book Treasure, Jodhpur-	2014



Managers Perception on Use of Correct Procedure in Performance Appraisal System (PAS) ISBN: 978-81-900422-2-7	Perspectives and Challenges	Ahemdabad	
3. Talent Management : A Comparative Study on Schools and Higher Education ISBN: 978-93-82338-13-0	Theoretical Perspectives of Management Policies	Bonfering Publication, Hederabad	2012
4. Women Entrepreneur Development: Causes and Concerns ISBN: 978-81-85245-99-7	Entrepreneurship and Innovation	Career Orientation and Counseling Cell, Savitri Girls' College, Ajmer	2012

Education

Course	Name of the Institution	Year of Passing
Ph. D.	Mohanlal Sukhadiya University, Udaipur (Raj)	2007
Title of Ph.D.:	"A Study of Performance Appraisal System in Selected Industrial Units of South Rajasthan"	
M.Phil.	NIL	
PG (Mention Degree here)	M.Com(Business Administration)	2002
UG (Mention Degree here)	B.Com	2000
Any other qualification:	MBA	2010
	PGDLL	2006

Teaching Experience (In Years)

UG	15	PG	15
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Career Positions Held

Sr. No.	Post Held	Institution/Organisation	Duration
1.	Assistant Professor	J. N. V. University, Jodhpur	July 24, 2008 To July 24, 2018
2.	Associate Professor	University of Rajasthan, Jaipur	July 25, 2018 To Till Date

Administrative Assignments Held

- Vice-Principal, University Commerce College, University of Rajasthan, Jaipur.
- Coordinator, BBA Programme, University Commerce College, University of Rajasthan, Jaipur.

Areas of Interest / Specialization

Human Resource Management/ Marketing Management/ General Management

Courses/Papers Taught

- B.Com/BBA/M.Com
- Entrepreneurship Development and Small Business Management



2. Strategic Management
3. Strategic Human Resource Management
4. Advertising and Sales Management
5. Management
6. Company Law and Secretarial Practice

Research Guidance

Student (s)	Degree	Title	Year of Award
1. Neelam Gandhi	Ph.D.	“Customer Relationship Management: A Comparative Study of Selected Public & Private Banks”	2013
2. Sharmista Mathur	Ph.D.	“ Social Perception of Management Education in Western Rajasthan: A Critical Evaluation”	2015
3. Jitender Dev Jha	Ph. D.	“Job Satisfaction and Role Stress among Employees: A Comparative Study of Selected Public & Private Banks”	2019
4. Khushboo Prajapati	Ph.D.	“Impact of Creative Advertisements of Consumer Behaviour with Special Reference to T.V. Commercials”	2019
5. Rani Gehlot	Ph.D.	“Exploring the Impact of Celebrity Endorsement on Consumer Preference and Buying Behaviour [A Case of Selected Direct To Home (DTH) Service Providers in Jodhpur]”	2020
6. Hema Bhandari	M.Phil.	“Role of Financial Consultants in Increasing the Market Share of Life Insurance Company (A Case Study of Kotak Life Insurance Co. Ltd.)”	2010
7. Umita	M.Phil.	“A Study of Consumer Behaviour Towards Private Brands and Company brands (A Case of Reliance Fresh and Big Bazaar)”	2011
8. Richa Jain	M.Phil.	“A Comparative Study of Marketing Strategy of Hindustan Unilever	2011



Limited (HUL) &
dabur India Limited”

Online Research Profile Link (Optional)

ORCID	
Google Scholar	
Other	

FDP/Skill Training Programmes/Orientation/Refresher Courses

Title	Organising Institution	Sponsor	Duration	Year
1. Refresher Course: Commerce and Management	Academic Staff College, J.N.V. University, Jodhpur.	UGC Sponsored	07.10.2013 to 26.10.2013	2013
2. Refresher Course: Commerce and Management	Academic Staff College, J.N.V. University, Jodhpur.	UGC Sponsored	22.06.2009 to 11.07.2009	2009
3. Orientation Course	Academic Staff College, J.N.V. University, Jodhpur.	UGC Sponsored	15.11.2010 to 11.12.2010	2010

Awards, Honours and Distinctions

Invited Lectures/Presentations/Conference Organization

Invited Lectures

Title	Inviting Institution	Date	International/ National
1. Key Note: Research and Innovations in Finance & Strategic Management, Business Economics, Education Humanities & Social Sciences	Chandragupta Institute of Management Patna, Bihar (India) and Inspira Research Association- IRA, Jaipur, Rajasthan (India)	May 29, 2022	International
2. Social Media Marketing	Shri Ratanlal Kanwarlal Patni Girls' College, Kishangarh, Ajmer.	September, 15, 2021	National
3. Industrial Relation & Trade Unions	Department of Management Studies, J.N.V.University, Jodhpur.	May 07, 2022	National
4. Recent Trends, Challenges and Innovations in Commerce & Management	Faculty of Commerce and Management Studies, J.N.V.University, Jodhpur.	Feb. 24, 2019	National
5. Role of Leadership	Aishwarya College, Jodhpur	Oct. 29, 2014	National
6. Perspectives of Newer	Aishwarya College, Jodhpur	Nov. 28, 2014	National



Management				
7. Expert Lecture	Aishwarya College, Jodhpur	Sept. 24, 2015	National	
Paper Presentations				
Title	Title of the Seminar/Conference	Host Institution	Duration	International/National
1. Role and Challenges of FinTech in Micro-Business	44 th All India Accounting Conference		October 29-30, 2022	National
2. Measuring Perception of Accounting Professionals of India AI based Accounting Practices	42 nd All India Accounting Conference		December 28-29, 2019	National
3. Customer Relationship Management: A Comparative Study of Selected Banks	Innovations & Emerging Trends in Global Economy: Opportunities & Challenges		August 16-17, 2019	International
4. Recent Trends and Growth of Selected Industries in India	Recent Trends, Challenges and Innovations in Commerce & Management		February 24-25, 2019	National
5. Corporate Social Responsibility Practices in Indian Context	71 st All India Commerce Conference, Hyderabad		December 20-22, 2018	National
6. Measuring Impact of Demonetization on Indian Economy	40 th All India Accounting Conference, Udaipur		November 18-19, 2017	National
7. Changing Paradigms of Entrepreneurship through Skill Development in India	70 th All India Commerce Conference, Jaipur		October 12-14, 2017	National
8. An Assessment of Opportunities & Challenges of Green Marketing in India	Emerging Practices in Management		February 19-20, 2016	National
9. Corporate Governance: An Overview	IFRS: Accounting Harmonization for Corporate World		February 6-7, 2015	National
10. Role of Management to Workplace Ethics	Ethics and Values in Resource Management		November 1-2, 2014	International
11. Awareness of Total Quality Management in the Hospitality Industry	Management: Changing Perspectives, Paradigms and Challenges		February 7-8, 2014	National
12. Human Resource	Innovative Trends in Youth Empowerment		January	National



Outsourcing		10-11, 2014	
13. Major Problems of Tribal People in India	Socio-Economic Development of Tribes in India	March 20-21, 2013	National
14. Motivation in Today's Workplace	Motivation and Leadership in Modern Management	March 19-20, 2013	National
15. Foreign Direct Investment in Indian Retail Sector-An Overview	Global Business Research	September 20-22, 2012	International
16. Talent Management : A Comparative Study on Schools and Higher Education	Synchronizing Management Theories and Business Practices : Challenges Ahead	July 27-29, 2012	International
17. Outsourcing Human Resource- A risk taken towards change Management	Contemporary Innovative Practices in Management	April 13-14, 2012	International
18. Fatigue Management- Pure Oxygen for Enhancing Quality of Work Life and Sustainable Management Practice	Sustainable Management Practices: Developments & Dimensions	March 30-31, 2012	International
19. An Exploratory Study to Measure Entrepreneurial Leadership Influence Tactics and Entrepreneurs' Personality	4 th International HR Conference on "Managing People Sustainability", Bangkok, Thailand	January 18-20, 2012	International
20. Social Sector: The role of State	Role of State in the Social Sector of the Economy	November 26-27, 2011	National
21. Changing Role of Human Resource Management, Its Impact and Effect on Organization Effectiveness	Information Technology & Business Management	March 17, 2011	National
22. Rural Financing: A Strategic option towards inclusive Growth	Emerging Trends in Economic Environment	February 5-6, 2011	National
23. Higher Education in India: An Introduction	Management & Accountability in Higher Education	January 08-09, 2011	National
24. MNREGA an	MNREGA: Opportunities & Challenges	January	National



Opportunity of rural poor		8-9, 2011	
25. Green Marketing: Opportunities & Challenges” in	Annual Conference of the Indian Commerce Association, Goa University, Goa	October 1-3, 2010	National
26. Performing Higher Education for VISION 2020	The New Horizons of Management Education	March 13-15, 2010	National
27. Entrepreneurship Challenges and Opportunities: Indian Scenario	Venture Capital & Entrepreneurship	January 16, 2010	National
28. Succession Planning: A Successful Instrument of HRM	Sir Padampat Singhania University, Udaipur	7-8 January 2010	National
29. Rural Marketing in India: Present and Future	Managing Global Business Competition: World’s Best Practices, M.L.S. University, Udaipur.	September 22-24, 2008	International
30. Retail Marketing: Challenges and Opportunities	60th All India Commerce Conference Osmania University, Hyderabad.	Dec. 27-29, 2007	National

Conference/Seminar/Workshop Organised

1. UGC Sponsored Workshop	Research Methodology and Data Analytical tools, J.N.V. University, Jodhpur.	Feb. 5-7, 2017	National
2. UGC Sponsored National Conference	Management: Changing Perspectives, Paradigms and Challenges, J.N.V. University, Jodhpur.	Feb. 7-8, 2014	National

Research Projects (Minor/Major Grants/Fellowship/Research Collaboration)

Name of the Scheme/Project/Endowments/	Name of the Principal Investigator/ Co Investigator (if applicable)	Name of Department of Principal Investigator/ Co Investigator	Name of the funding agency	Year of Award	Funds Sanctioned
1. RUSA 2.0 Programme “Measuring Sustainable Consumer Behaviour of Urban Consumer towards FMCG Products in Rajasthan.”	Dr. M.L. Vasita (PI) Prof. Anurag Sharma (Co-PI) Dr. Vineet Chouhan (Co-PI) Dr. Ruchira Sen (Co-PI)	Business Administration Business Administration Commerce Business Administration	RUSA	2020	20.20 Lakh

Orientation/Refresher/FDP/STC Attended

Type of Course	Title	Organiser	Duration	Sponsor
4. FDP	National Online Faculty Development Program	Assumption College (Autonomous), Changanacherry and Guru Angad Dev	01-11-2022 to 30-11-2022.	Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of Ministry of Education.



		Teaching Learning Centre, SGTB Khalsa College, University of Delhi.		
5. FDP	Moodle Learning Management System	The Tamil Nadu Dr. Ambedkar Law University.	21-03-2022 to 30-03-2022	Spoken Tutorial Project, IIT Bombay.
6. FDP	Quantitative Analysis Using SEM and Qualitative using NVIVO Software.	TUHH, University of Hamburg, Germany	June 1-6, 2020	TUHH, University of Hamburg, Germany
7. FDP	Emerging Business Issues	Tezpur University Assam.	May 11-15, 2020	Tezpur University Assam.
8. SFDP	Organizational Behaviour & Human Resource Management	Indian Institute of Management, Ahmedabad (IIM-A)	August 29 to September 24, 2016	Indian Institute of Management, Ahmedabad (IIM-A)
Language Proficiency (If any)				
English/Hindi/Local				